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EOM/EOC

ORDER

FIRST COAST NEWS Orders Order / Rev: 712802 06310827 Alt Order #: ROMNEY FOR PRESIDENT A GARRETT COMPANY Product Desc: WJXX-TV Estimate: 09/12/12 - 09/18/12 Flight Dates: Primary AE: Jim Quinn 09/11/12 / 09/12/12 Sales Office: Original Date / Rev: T-PHI

American Rambler Productions/ POL Agency Name:

> **Buying Contact:** Billing Contact:

Political

138 Conant Street

Beverly, MA 01915

Billing Calendar: Broadcast

Agency Commission: 15%

Advertiser Name: Romney/ R / President

Order Type:

A35+ Demographic:

Product Codes: PL-Presidential

Priority: P-3

Revenue Codes: AGY, GEN, POL Order Separation:

Sales Region:

Billing Type:

Billing Cycle:

Advertiser External ID:

Agency External ID:

New Business Thru:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	107	\$21,885.00	\$18,602.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	107	\$21,885.00	\$18,602.25	0.00
Totals	107	\$21,885,00	\$18,602,25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WJXX-TV	12%	\$21,885.00
Market	100%	\$182,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$7,295.00
WCWJ	1%	\$1,823.75
WJXT	25%	\$45,593.75
WTEV	46%	\$83,892.50
WTLV	12%	\$21,885.00

Ln Ch Start End	Inventory Code Brea	k Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WJXX 09/12/12 09/14/12	GMJ CM	M-F 6a-7a	WTF	:30	3	\$90.00 P-3	0.00 NM	3	\$270.00
	M-F 6a-7a								
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/10/12 09/16/12	WTF	3 \$90.00	0.00						
2 WJXX 09/17/12 09/18/12	GMJ CM	M-F 6a-7a	МГ	:30	2	\$90.00 P-3	0.00 NM	2	\$180.00
	M-F 6a-7a								
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/17/12 09/23/12	МГ	2 \$90.00	0.00						
3 WJXX 09/17/12 09/18/12	Good Morning America CM	M-F 7a-9a	22	:30	4	\$110.00 P-3	0.00 NM	4	\$440.00
	M-F 7a-9a								
2X MAX/DAY									
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/17/12 09/23/12	22	4 \$110.00	0.00						

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Order / Rev: 712802 Advertiser: Romney/ R / President

Alt Order #: 06310827 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
3 WJXX	09/17/12	2 09/18/12	Good Morning Am M-F 7a-9a	erica CM	M-F 7a-9a	22	:30	4	\$110.00 P-3	0.00 NM	4	\$440.00
2X MAX												
4 WJXX	09/12/12	2 09/14/12	Good Morning Am M-F 7a-9a	nerica CM	M-F 7a-9a	222	:30	6	\$110.00 P-3	0.00 NM	6	\$660.00
2X MAX					_							
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> 222	Spots/Week 6	Rate \$110.00	Rating 0.00						
5 WJXX	09/12/12	2 09/14/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	WΓF	:30	3	\$75.00 P-3	0.00 NM	3	\$225.00
Sta Week: 09/	rt Date	End Date 09/16/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$75.00	Rating 0.00						
_		2 09/18/12	Regis & Kelly Regis & Kelly	СМ	M-F 9a-10a	МГ	:30	2	\$75.00 P-3	0.00 NM	2	\$150.00
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$75.00	Rating 0.00						
		2 09/14/12	The View	CM	M-F 11a-12p		:30	3	\$225.00 P-3	0.00 NM	3	\$675.00
_	_		M-F 11a-12p View									
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	Rate \$225.00	Rating 0.00						
		2 09/18/12	The View M-F 11a-12p View	CM	M-F 11a-12p	МГ	:30	2	\$225.00 P-3	0.00 NM	2	\$450.00
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	Rate \$225.00	Rating 0.00						
		2 09/14/12	The Chew	CM	M-F 1-2p	WTF	:30	3	\$100.00 P-3	0.00 NM	3	\$300.00
Sta	rt Date	End Date	The Chew Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WTF	3	\$100.00	0.00			^			
10 WJXX	09/17/12	2 09/18/12	The Chew The Chew	CM	M-F 1-2p	МГ	:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
<u>Sta</u> Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> МГ	Spots/Week 2	Rate \$100.00	Rating 0.00						
11 WJXX	09/17/12	2 09/18/12	General Hospital General Hospital	СМ		МГ	:30	2	\$110.00 P-3	0.00 NM	2	\$220.00
<u>Sta</u> Week: 09/	rt Date 17/12	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$110.00	Rating 0.00						
		2 09/14/12	General Hospital General Hospital	СМ		WГF	:30	3	\$110.00 P-3	0.00 NM	3	\$330.00
Sta Week: 09/	rt Date	End Date 09/16/12	•	Spots/Week 3	Rate \$110.00	Rating 0.00						
		2 09/14/12	4-5p	CM	M-F 4-5p	WTF	:30	3	\$100.00 P-3	0.00 NM	3	\$300.00
	rt Date	End Date	Anderson Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WTF 4-5n	CM	\$100.00 M-F 4-5p	0.00 MΓ	:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
14 770707	00/11/11	2 00/10/12	Anderson	OW	шт тор	WII	.00	_	ψ100.001 0	0.00 14141	_	Ψ200.00
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	Weekdays MT	Spots/Week 2	Rate \$100.00	Rating 0.00						
		2 09/18/12	FCN News at 5pm M-F 5-5:30pm	n CM	M-F 5p-5:30p		:30	2	\$80.00 P-3	0.00 NM	2	\$160.00
Sta Week: 09/	rt Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$80.00	Rating 0.00						
-		2 09/14/12	FCN News at 5pm M-F 5-5:30pm		M-F 5p-5:30p		:30	3	\$80.00 P-3	0.00 NM	3	\$240.00
Sta Week: 09/	rt Date	End Date 09/16/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$80.00	Rating 0.00						
		2 09/14/12	FCN News at 5:30		M-F 5:30p-6p		:30	6	\$110.00 P-3	0.00 NM	6	\$660.00
2X MAX	(/DAY		M-F 5:30-6pm									

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Order / Rev: 712802 Advertiser: Romney/ R / President

Alt Order #: 06310827 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
17 WJXX	09/12/1	2 09/14/12	FCN News at 5:30) CM	M-F 5:30p-6p	222	:30	6	\$110.00 P-3	0.00 NM	6	\$660.00
2X MA	X/DAY		M-F 5:30-6pm									
_	art Date	End Date	Weekdays 222	Spots/Week	Rate	Rating						
18 W.JXX		09/16/12	FCN News at 5:30	6 CM	\$110.00 M-F 5:30p-6p	0.00	:30	4	\$110.00 P-3	0.00 NM	4	\$440.00
			M-F 5:30-6pm		3.334 34			-	***********			********
	X/DAY art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	22	4	\$110.00	0.00						
19 WJXX	09/17/1	2 09/18/12	FCN News at 6	CM	M-F 6p-6:30p	22	:30	4	\$130.00 P-3	0.00 NM	4	\$520.00
2X MA	X/DAY		M-F 6-6:30pm									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
20 W.IXX		09/23/12	FCN News at 6	CM	\$130.00 M-F 6p-6:30p	0.00	:30	6	\$130.00 P-3	0.00 NM	6	\$780.00
		2 03/14/12	M-F 6-6:30pm	OW	W1 ор 0.50р	,	.50	O	ψ130.001 3	0.00 14101		Ψ100.00
	X/DAY	End Data	Wookdovo	Spoto/Mook	Poto	Dating						
Week: 09	art Date 9/10/12	End Date 09/16/12	<u>Weekdays</u> 222	Spots/Week 6	<u>Rate</u> \$130.00	Rating 0.00						
21 WJXX	09/12/1	2 09/14/12	FCN News at 7p	СМ	M-F 7p-7:30p	WTF	:30	3	\$275.00 P-3	0.00 NM	3	\$825.00
St	art Date	End Date	M-F 7-7:30p Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	WTF	3	\$275.00	0.00						
22 WJXX	09/17/1	2 09/18/12	FCN News at 7p	СМ	M-F 7p-7:30p	МТ	:30	2	\$275.00 P-3	0.00 NM	2	\$550.00
St	art Date	End Date	M-F 7-7:30p Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	МГ	2	\$275.00	0.00						
23 WJXX	09/17/1	2 09/18/12	Extra M-F 7:30-8p	СМ	M-F 7:30p-8p	МТ	:30	2	\$200.00 P-3	0.00 NM	2	\$400.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	МГ	2	\$200.00	0.00						
24 WJXX	09/12/1	2 09/14/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	WTF	:30	3	\$200.00 P-3	0.00 NM	3	\$600.00
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/16/12	WTF	3	\$200.00	0.00			#00F 00 D 0	0.00.004		# 450.00
25 WJXX	. 09/17/1	2 09/18/12	FCN News at 11p M-Su 11-11:35p	m CM	M-Su 11p-11	:35p MT	:30	2	\$225.00 P-3	0.00 NM	2	\$450.00
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12 2 09/14/12	MΓ FCN News at 11p	2 m CM		0.00 :35pWTF	:30	3	\$225.00 P-3	0.00 NM	3	\$675.00
20 WJAA	. 09/12/1	2 09/14/12	M-Su 11-11:35p	III CIVI	W-Su TIP-TI	.55p WIF	.30	3	φ225.00 F-3	U.UU INIVI	3	φ075.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
27 W IXX		09/16/12 2 09/14/12	WTF Nightline	CM	\$225.00 M-F 11:35p-1	0.00 2:05ε WΓF	:30	3	\$200.00 P-3	0.00 NM	3	\$600.00
21 110707	05/12/1	2 03/14/12	Nightline	OW	WH 11.55PH	2.00c - W11	.50	3	Ψ200.001 3	0.00 14101		ψ000.00
	art Date	End Date	Weekdays WTF	Spots/Week 3	Rate	Rating						
28 WJXX		09/16/12 2 09/18/12	Nightline	CM	\$200.00 M-F 11:35p-1	0.00 2:05εMΓ	:30	2	\$200.00 P-3	0.00 NM	2	\$400.00
			Nightline		·				·			
<u>St</u> Week: 09	art Date	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
		2 09/14/12	GMJ Sunrise	CM	5-6a	WГF	:30	3	\$60.00 P-3	0.00 NM	3	\$180.00
=			M-F 5-6a	0 / ***		D. ii						
<u>St</u> Week: 09	art Date 9/10/12	End Date 09/16/12	<u>Weekdays</u> WГF	Spots/Week 3	<u>Rate</u> \$60.00	Rating 0.00						
		2 09/18/12	GMJ Sunrise	СМ	5-6a	МГ	:30	2	\$60.00 P-3	0.00 NM	2	\$120.00
C4	ort Doto	End Data	M-F 5-6a	Spoto/Most-	Doto	Datina						
Week: 09	art Date 9/17/12	End Date 09/23/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$60.00	Rating 0.00						

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Order / Rev: 712802 Advertiser: Romney/ R / President

Alt Order #: 06310827 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Da	ays	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
30 WJXX 0	9/17/12	2 09/18/12	GMJ Sunrise M-F 5-6a	СМ	5-6a	МТ-		:30	2	\$60.00 P-3	0.00 NM	2	\$120.00
31 WJXX 0	9/18/12	2 09/18/12	Tue Prime Other Tue Prime Specia	CM	Prime Specia	l - T-		:30	1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
Start <u>C</u> Week: 09/17/		End Date 09/23/12	Weekdays - T	Spots/Week	Rate \$1,300.00	Rating 0.00							
32 WJXX 0			Thu Prime B	СМ	9-10p		T	:30	1	\$2,100.00 P-3	0.00 NM	1	\$2,100.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays T	Spots/Week 1	Rate \$2,100.00	Rating 0.00							
33 WJXX 0	9/13/12	2 09/13/12	Thu Prime C	СМ	10-11p		T	:30	1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays T	Spots/Week 1	Rate \$1,500.00	Rating 0.00							
34 WJXX 0	9/15/12	2 09/15/12	GMA Saturday GMA Saturday	СМ	GMA Saturda	ay	S-	:30	1	\$85.00 P-3	0.00 NM	1	\$85.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$85.00	Rating 0.00							
35 WJXX 09	9/15/12	2 09/15/12	AfternoonCollege AfternoonCollege		Fri,Sat-Sun 1 (3:30 PM-7:00		S-	:30	2	\$800.00 P-3	0.00 NM	2	\$1,600.00
Start [Week: 09/10/	<u>Date</u>	End Date 09/16/12	Weekdays	Spots/Week 2	Rate \$800.00	Rating 0.00							
36 WJXX 0	9/15/12	2 09/15/12	FCN Sat News at Sat 6:30-7p/7p no		Sat FCN New	/s We	S-	:30	1	\$85.00 NON	0.00 NM	1	\$150.00
	/12 ate Rar	 -	WeekdaysS- escription CN Sat News at 6:	Spots/Week 1 Star	Rate \$85.00 t/End Time FCN News W	Rating 0.00	<u>W</u>	<u>eekdays</u> Sa	Le		Rtg Type 0.00 <i>NM</i>		
[Per N	_	ment/non s	pot/mh] CN Sat News at 6:	30 Sat l	FCN News W			Sa		:30 \$150.00	0.00 NM		
⊕ MG fo 37 WJXX 09			FCN News at 11p	om CM	M-Su 11p-11	:35p	S-	:30	2	\$225.00 P-3	0.00 NM	2	\$450.00
2X MAX/D			M-Su 11-11:35p		,	·							
Start E Week: 09/10/		End Date 09/16/12	Weekdays S-	Spots/Week 2	Rate \$225.00	Rating 0.00							
38 WJXX 0	9/16/12	2 09/16/12	GMJ Sunday GMJ Sunday	СМ	Sun 7a-730a		S	:30	1	\$55.00 P-3	0.00 NM	1	\$55.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$55.00	Rating 0.00							
39 WJXX 0	9/16/12	2 09/16/12	First Coast News First Coast News		First Coast N	ews (S	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
40 WJXX 0			GMA Sunday GMA Sunday	СМ	GMA Sunday	'	S	:30	2	\$85.00 P-3	0.00 NM	2	\$170.00
2X MAX/D Start D		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/10/	/12	09/16/12	This Week 10A	2 CM	\$85.00 Sun 10a-11a	0.00	S	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
			Sun 10a-11a - ef	f 6/7	_					***********		·	*******
Start E Week: 09/10/	/12	End Date 09/16/12	Weekdays S	Spots/Week 1	\$150.00	Rating 0.00							_
42 WJXX 0	9/16/12	2 09/16/12	FCN Sun News a Sun 6:30-7p	t 6:30 CM	Sun 6:30-7p		S	:30	1	\$150.00 NON	0.00 NM	0	\$0.00
Start E Week: 09/10/		End Date 09/16/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00							

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Totals

107

\$21,885.00

Order / Rev: 712802 Advertiser: Romney/ R / President

Alt Order #: 06310827 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type \$	Spots	Amount
42 WJXX 09/16/12 09/16/1	2 FCN Sun News at 6:30 CM	Sun 6:30-7p	S	:30	1 \$150.00 NON	0.00 NM	0	\$0.00
	Sun 6:30-7p							
Start Date End Date			Rating					
Week: 09/10/12 09/16/12		\$150.00	0.00		4 5 (D. T		
Spot Ch Date Range		rt/End Time	<u>vv</u>					
1 WJXX 09/10/12-09/16/12	FCN Sun News at 6:30 Sur	16:30-7p		Su	:30 (\$150.00)	0.00 <i>NM</i>		
Credited								
[CR]								
43 WJXX 09/16/12 09/16/1		7-8p	S	:30	1 \$800.00 P-3	0.00 NM	1	\$800.00
	America's Funniest Home Vide	90						
Start Date End Date	<u> Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 09/10/12 09/16/12	<u>S</u> 1	\$800.00	0.00					
44 WJXX 09/16/12 09/16/1	2 Sun Prime Other 2nd Pr@M	9-11p	S	:30	1 \$1,050.00 P-3	0.00 NM	1	\$1,050.00
	Extreme Makeover: Weight Lo	S\$						
Start Date End Date	<u> Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 09/10/12 09/16/12	S 1	\$1,050.00	0.00					
45 WJXX 09/16/12 09/16/1	2 FCN News at 11pm CM	M-Su 11p-11	I:35pS	:30	1 \$225.00 P-3	0.00 NM	1	\$225.00
	M-Su 11-11:35p							
Start Date End Date	e Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12	S 1	\$225.00	0.00					